



HEAD OF COMMUNICATION AND MARKETING

ACCOSCA BACKGROUND

ACCOSCA is a Pan African confederation of national associations of savings and credit cooperatives societies established in 1968. The organization was revitalized in 2009 having been defunct from 1999.

The General Assembly which currently comprises of twenty-eight countries is the highest organ of the organization. Currently, ACCOSCA has developed programs aimed at empowering and promoting cooperatives in Africa and is collaborating with various government bodies, development agencies and research institution in her service delivery to promote financial inclusion in Africa. Overall ACCOSCA aims at: Promoting the establishment of an institutional framework for mobilizing personal saving and credit cooperatives, Capacity Building, Technical Assistance, Information exchange and Research on topical issues and address them amicably. ACCOSCA is instituting change in her organisation that is guided by the current strategic plan which is a three year plan from 2018 -2020 with a view of turning around the institution.

ACCOSCA Mission

To empower SACCOS in Africa through technical programs

ACCOSCA Vision

To promote Financial Inclusion in Africa

OVERALL JOB PURPOSE/ KEY OBJECTIVES

The Head of Marketing and Communications is a new role and a key member of the Senior Management Team. The job holder will report to Chief Executive Director and will be responsible for managing all internal and external communications for ACCOSCA and ensuring its messages are consistent.

We are seeking an inventive, inspirational and self-driven Head of Communications and Marketing to enable us to tell our compelling stories. The recruitment of this role coincides with 10 years since ACCOSCA was revived in 2007 and 50 Years since ACCOSCA was established in 1968. Working closely with the Chief Executive Officer you will play a leading role in developing our brand, growing and diversifying our audience and nurturing our relationships with current membership base, potential membership, Co-operative stakeholders, press and partners. Your work will ensure that we deliver against key targets in 2018-2020 Strategic Plan, building relationships with audiences to inspire more engagement with ACCOSCA, generate income and ultimately ensure that the organization continues to thrive. You will develop and lead a new approach to digital communications and audience engagement.

You will lead the Communications and Marketing team, will be target driven and will demonstrate exemplary creativity, entrepreneurial leadership and management skills.

Key Task and Responsibilities

A) Communication (50%)

- To work with members to tell our inspiring stories, increasing our profile and ensuring that the organization continues to thrive
- Articulate and lead a transformational vision for the use of digital technologies to drive engagement and interaction with our online and physical audiences
- Develop and nurture existing partnerships and cultivate new relationships to ensure that our profile is high locally, nationally and internationally, and that our position as a tourist attraction grows
- Oversee Implementing communications plans to increase brand awareness and recognition for the organization.
- Regularly review all communications activities, suppliers and resources to ensure best value for money.
- Develop key stakeholder, media and marketing relationships to ensure effective partnerships and that we secure all opportunities for greater reach and coverage
- Introduce an internal communications strategy to effectively disseminate information within the teams and key stakeholders.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Ensure ACCOSCA website is updated regularly
- Writing ACCOSCA press releases, Collating and analyzing current communications and messages and ensuring consistency.
- Developing and leading the ACCOSCA internal communication strategy across the Africa.
- Communicating brand to internal customers and stakeholders.
- Overseeing the annual communications budget and ensuring its use is fully maximised.

B) Management (30%)

- Transform Co-operative Summit Magazine into Africa Financial Co-operative Journal as such Work to position ACCOSCA as Africa Think and Resource Centre for Financial Co-operatives
- Ensure team management and cross departmental work is effective and timely in achieving annual targets
- Manage ACCOSCA Website and ALL Social Media accounts.
- Ensure tight, clear, budgetary setting, control and regular reforecasting against targets
- Participate in training and development activities as required and assist with the training and development of colleagues
- Undertake any other duties as reasonably required by the CEO

C) Awareness and Marketing (20%)

- Work with Program Department to Develop and deliver a viable event strategy
- Ensure all ACCOSCA corporate design and visual identity is effectively managed including a rebrand exercise in early 2018 in line with strategic plan.
- Ensure the organization engages with a diverse audience; ensuring all target audiences are communicated with regularly, positively and consistency, measuring impact and effectiveness
- Oversee audience research to ensure that we attract significant visitor numbers, media coverage and closely address our stakeholder priorities.

- Working with other members of the Senior Management Team to identify and drive business development opportunities and raise the profile of SACCOs in Africa.
- Work closely with Business Development Manager to analysis members needs when develop new initiatives.
- Play leading role in meeting our revenue generation and fundraising aspirations

The IDEAL background:

A) Essential

1. Graduate or graduate level
2. Minimum 5 years' experience in senior marketing roles and/or communications and/or PR roles/ Experience of dealing with the media
3. Demonstrated ability in managing and motivating a multidisciplinary team
4. Able to demonstrate a broad range of professional management, communication and marketing skills
5. Understanding of importance and potential of CRM systems and databases
6. Understanding of using insights to shape strategic and operational plans
7. Experience of digital media platforms
8. Understanding of brand protection and growing value in a brand
9. Experience of sponsorship and accrediting
10. Able to work strategically without close supervision whilst being a key and supportive member of the Senior Management Team
11. Able to manage a heavy work programme, work to set priorities and achieve against targets
12. An analytical, numerate and disciplined thinker who has the ability to think complex issues through and produce commercially sound judgments
13. A committed and loyal individual, prepared to work the necessary hours to meet Deadlines
14. Highly articulate individual with excellent written communications and presentation skills are essential.
15. Working knowledge of information technology and computer systems

B) Desirable

1. Understanding of Co-operative Finance Institution landscaping in Africa domestically and internationally
2. Understanding of public affairs
3. Experience working closely with Network Associations
4. Knowledge of event planning and operational delivery
5. Ability to speak in French

Deadline: Qualified and Interested Applicants should send their Resume with Reference to CEO ceo@accosca.org not later that 30th January 2018. This should be accompanied with a letter stating your current salary and expected salary. Compensation will be determined by experience of the job holder. The position will be filled as soon as a suitable candidate is found.